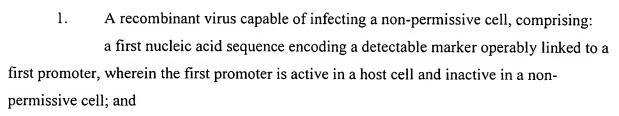
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a second nucleic acid sequence which includes an exogenous nucleic acid sequence operably linked to a second promoter, wherein the second promoter is active in the non-permissive cell.

- 2. The recombinant virus of claim 1, wherein the virus is a baculovirus.
- 3. The recombinant virus of claim 2, wherein the first promoter is inactive and the second promoter is active in a mammalian cell.
- 4. The recombinant virus of claim 2, wherein the first promoter is inactive and the second promoter is active in a human cell.
- 5. The recombinant virus of claim 2, wherein the first promoter is inactive and the second promoter is active in a primary human cell.
- 6. The recombinant virus of claim 2, wherein the first promoter is inactive and the second promoter is active in a non-permissive insect cell.
- 7. The recombinant virus of claim 6, wherein the first promoter is inactive and the second promoter is active in a non-permissive *Drosophila* cell.
- 8. The virus of claim 1, wherein the first promoter is a viral polyhedrin promoter.
- 9. The recombinant virus of claim 1, wherein the first promoter is a P10 promoter.

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- 10. The recombinant virus of claim 3, wherein the second promoter is a CMV promoter, an RSV promoter, or an SV40 promoter.
- 11. The recombinant virus of claim 6, wherein the second promoter is a heat shock protein promoter, an Orgyia pseudotsugata immediate-early promoter, a metallothionein (MT) promoter, or an actin 5C promoter.
- 12. The recombinant virus of claim 1, wherein the detectable marker is a fluorescent protein.
- 13. The recombinant virus of claim 12, wherein the fluorescent protein is GFP, EGFP, EYFP, ECFP, EBFP, or DsRed.
- 14. A method for selecting a viral plaque for infection of non-permissive cells, comprising:

providing a recombinant virus capable of infecting a non-permissive cell, which virus includes a first nucleic acid sequence encoding a detectable marker operably linked to a first promoter, wherein the first promoter is active in a host cell culture and is inactive in the non-permissive cell; and a second nucleic acid sequence comprising an exogenous nucleic acid sequence operably linked to a second promoter, wherein the second promoter is active in the non-permissive cell;

infecting a host cell culture with the recombinant baculovirus; and identifying a viral plaque by detecting expression of the detectable marker, thereby selecting a viral plaque for infection of non-permissive cells.

- 15. The method of claim 14, wherein the recombinant virus provided is a baculovirus.
- 16. The method of claim 15, wherein a recombinant virus is provided in which the first promoter is inactive and the second promoter is active in a mammalian cell.



- 17. The method of claim 16, wherein a recombinant virus is provided in which the first promoter is inactive and the second promoter is active in a human cell.
- 18. The method of claim 15, wherein a recombinant virus is provided in which the first promoter is inactive and the second promoter is active in non-permissive insect cell.
- 19. The method of claim 18, wherein a recombinant virus is provided in which the first promoter is inactive and the second promoter is active in a non-permissive *Drosophila* cell.

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- 20. The method of claim 15, wherein a recombinant virus is provided in which the first promoter is a viral polyhedrin promoter or a P10 promoter.
- 21. The method of claim 15, wherein a recombinant virus is provided in which the second promoter is a CMV promoter, a RSV promoter, a SV40 promoter, a heat shock protein promoter, an OPIE2 promoter, a MT promoter, or an actin 5C promoter.
- 22. A method for producing a protein in a non-permissive cell, comprising:

  providing a recombinant virus capable of infecting a non-permissive cell,
  which virus includes: a first nucleic acid sequence encoding a detectable marker operably
  linked to a first promoter, wherein the first promoter is active in a host cell culture and is
  inactive in a non-permissive cell; and a second nucleic acid sequence comprising an
  exogenous nucleic acid sequence encoding a product operably linked to a second promoter,
  wherein the second promoter is active in the non-permissive cell;

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infecting a host cell culture with the recombinant virus; selecting a viral plaque by identifying expression of the detectable marker; amplifying the virus from the selected viral plaque; and

infecting a non-permissive cell with the amplified virus, wherein the non-permissive cell thereby produces the protein encoded by the exogenous nucleic acid sequence and wherein the non-permissive cell does not express the detectable marker.



- 23. The method of claim 22, further comprising the step of re-infecting the non-permissive cell with a recombinant virus.
- 24. The method of claim 22, wherein the recombinant virus provided is a baculovirus.
  - 25. The method of claim 24, wherein the non-permissive cell infected is a mammalian cell.
- The method of claim 24, wherein the non-permissive cell infected is an insect cell.
  - 27. The method of claim 24, wherein the non-permissive cell is infected in vitro.
  - 28. The method of claim 24, wherein the non-permissive cell is infected in vivo.